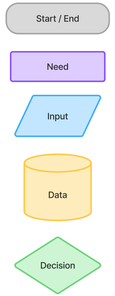
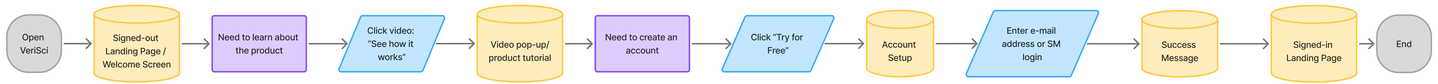
USER FLOW (onboarding process)

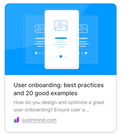


“As a user, I want to learn about the product.”

“As a user, I want to create an account.”



“As a user, I want to try the product.”



Welcome screen
The welcome screen is where first impressions are made. This screen should give users an instant understanding of what the app offers and why it’s valuable to them. A clear, welcoming message sets the tone, while a simple overview of what they can expect reassures them they’re in the right place. Think of it as a friendly handshake that makes users feel excited to continue.

Product tour
A product tour, whether through a walkthrough or tooltips, highlights the app’s key features and core functions. This type of onboarding should be visually engaging and keep instructions brief. Users prefer to discover things as they go, so focus on showing them the basics they need to get started. Interactive elements, like tapping on tooltips to reveal more information, can help users feel they’re learning the app hands-on rather than just passively reading instructions.

Task completion
Encouraging users to complete essential tasks, like creating a profile or performing their first action, gives them an active role in the onboarding process. This helps users familiarize themselves with key features while feeling productive. For example, asking users to upload a profile picture or add a friend can guide them through important actions and reinforce the app’s purpose.

Account setup
Account setup should be quick, easy, and seamless. This step often involves registration or login, but the goal is to make it as friction-free as possible. Whether users sign up with an email or link an existing account, prioritize a process that feels straightforward and secure. Avoid asking for too much information upfront; keep it to the essentials so users can quickly get through this step and into the app.

Progress indicators
Progress indicators are like a roadmap for users, showing them where they are in the onboarding process and what steps remain. These can be visual cues like progress bars or numbered steps that reduce uncertainty and make onboarding feel more achievable. By knowing how far they’ve come, users are more likely to stay engaged and complete the process without frustration.

User personalization
Personalization makes the app experience feel unique to each user. Offering options for customizing preferences or settings right at the start allows users to shape the app around their specific needs. This might mean choosing notification settings, picking themes, or adjusting display preferences. Personalization helps users feel a sense of control and connection to the app, which can improve long-term engagement.

Success message
Ending with a success message leaves users with a sense of accomplishment and readiness. Once onboarding is complete, a friendly, congratulatory message like “You’re all set!” or “Welcome aboard!” makes users feel they’ve successfully integrated into the app. It’s a simple touch that can make users more excited to start exploring on their own.
Each type plays a role in easing users in, creating an onboarding flow that’s welcoming, informative, and ultimately, memorable.